

Annual Report 2010

WE ARE PUBLIC MEDIA!

Vision: WMFE will inspire and empower all Central Floridians to discover, grow and engage within and beyond their world.

Mission: WMFE enlightens, educates, inspires, entertains and reflects the community by presenting high quality content that earns the interest, involvement and support of the people we serve.

WMFE offers four digital television channels of national and local programs:

WMFE-TV offers a diverse selection of high-quality children's, drama, science, cultural, comedy, history, news and informational programs, 24 hours a day.

V-me un servicio de WMFE offers quality PBS programming, all in Spanish.

WMFE Encore! features prime time programming during the day as well as programs about Central Florida.

WMFE-ED, or Education, airs The Florida Knowledge Network. WMFE-ED is only offered over-the-air.

WMFE offers two digital radio channels:

90.7 WMFE-FM offers national and local news, information and entertaining variety programs 24 hours a day, seven days a week. A weekly average of 211,600 listeners tune in to 90.7 FM.

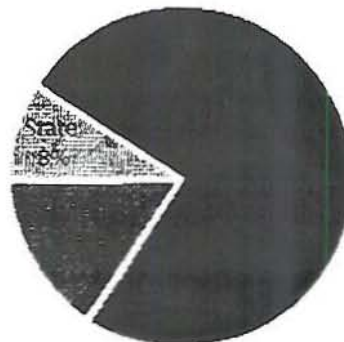
90.7-2 HD Classical offers classical music programming 24 hours a day, seven days a week.

WMFE's all new Website, wmfe.org, offers full-episodes of PBS programs, local and national news, listen-live streams, podcasts, activities for kids, programming schedules, event information and more.

Become a fan of WMFE at [facebook.com/wmfefan](https://www.facebook.com/wmfefan) or follow WMFE at twitter.com/wmfeorlando

2010 REVENUE & EXPENSES

WMFE TV/FM operated on a cash budget of approximately \$6.13 million. For the fiscal year ending Sept. 30, 2010, total operating revenues were \$6,307,487 against total expenses of \$6,130,162. With the conversion to Digital TV and addition of HD Radio complete, there were no new contributions or expenses for capital equipment.

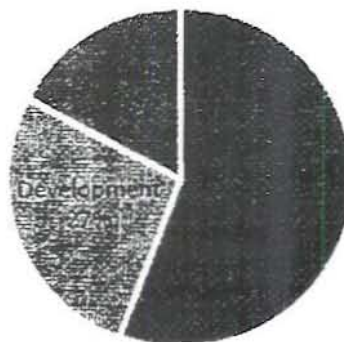


REVENUE*

State
\$522,124

Federal
\$939,581

FY '10 ACTUAL
REVENUE



EXPENSES*

Admin
\$1,153,332

Development
\$1,648,154

FY '10 ACTUAL
EXPENSES

*Excludes capital equipment contributions and expense